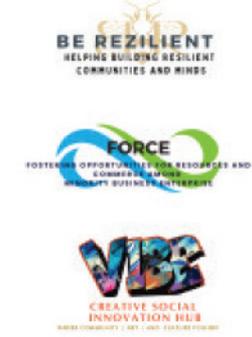


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Denise L. Williams
 Founder of Be Resilient
FORCE Chairperson
 Co-Founder:
The VIBE Create Social Innovation Hub
VIBE Cafe

249 E. High Street
 Pottstown PA 19464

www.berezilient.org 484-824-5727

VIBE Creative Social Innovation Hub

The VIBE Creative Social Innovation Hub has officially opened its doors in Pottstown, introducing a vibrant new community-centered space designed to spark creativity, entrepreneurship, and connection. Founded through a collaboration between two minority-led nonprofits Be ReZilient and the STRIVE Initiative the VIBE Creative Hub brings together artists, small business owners, youth, and local leaders to learn, create, and build pathways to opportunity. The hub offers creative studios, workforce and leadership programming, and space for community gatherings, positioning the arts and innovation as tools for economic mobility and collective healing.

At the heart of the hub is the VIBE Café, a warm, welcoming community café created to be more than just a place to grab coffee. The café serves as a gathering point for conversation, collaboration, and creative exchange, while also functioning as a real-world training and workforce development space. Through hands-on experience in customer service, operations, and entrepreneurship, local residents especially young people and emerging entrepreneurs gain skills that connect creativity to sustainable career pathways. The café will also host open



mic, art pop-ups, and small performances that spotlight local talent and deepen community connection.

The launch of the VIBE Creative Social Innovation Hub reflects a broader commitment to community-driven revitalization and equity in Pottstown. Aligned with the work of the FORCE Initiative, the hub is focused on building leadership, supporting minority-owned businesses, and creating access to opportunity through collaboration and innovation. Together, the VIBE Hub and VIBE Café represent a new model for how creative spaces can strengthen neighborhoods, nurture local voices, and help shape a more inclusive future for the borough.

For additional information, please call 484.8245727 and visit www.berezilient.org.

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